

14. A method as in claim 13 wherein the step of providing amenities further comprises the step of providing a discount for concession items available at the ticketed event via a ticket receiving unit.
15. A method as in claim 13 wherein the step of providing amenities further comprises the step of providing an event map via remote communication wherein the electronic ticket allows the event map to be downloaded and activated.
16. A method as in claim 13 wherein the step of providing amenities further comprises the step of providing directions to a person's seat at the ticketed event using the electronic ticket.
17. A method as in claim 13 wherein the step of providing amenities further comprises the step of providing directions to a person's seat at the ticketed event based on a location of a ticket receiving unit where the person entered the ticketed event.
18. A method as in claim 13 wherein the step of providing amenities further comprises the step of providing an electronic event program via remote communication, wherein the electronic ticket allows the electronic event program to be downloaded and viewed.

19. A method as in claim 13 wherein the step of providing amenities further comprises the step of providing a map that is customizable based on the electronic ticket.